

Consumers: Start Young!

CA20N
CC
-2013



Consumers: Start Young!

A Story Activity Book for Preschoolers

Story 1: Decide Yourself
Story 2: From Seed to Shelf

Stories by **Madeline Kronby**
Illustrations by **Peggy Challies Cowle**

for the Ontario Ministry of Consumer
and Commercial Relations

We gratefully acknowledge the financial contributions of
Procter & Gamble Inc.,
The Ontario Ministry of Community and Social Services
and the University of Guelph.

© Ontario Ministry of Consumer and Commercial Relations

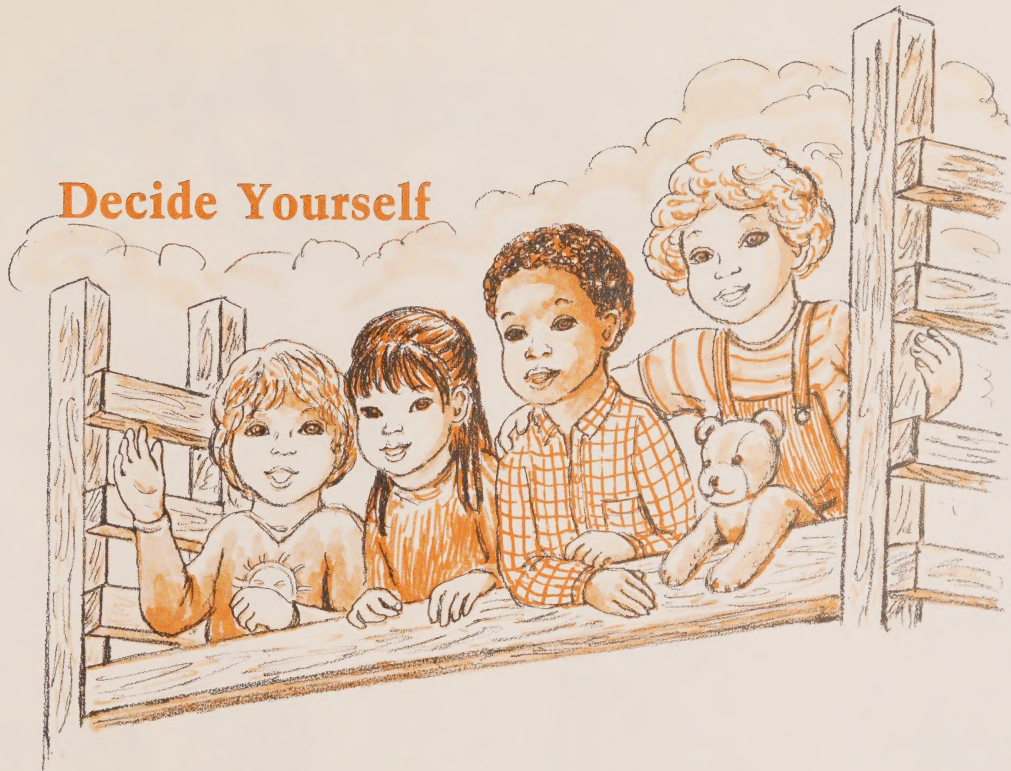


Instructions to Parents and Teachers

This story/activity book is designed to help your child learn about being a consumer. We hope it will encourage you to discuss such topics as advertising, selling, choosing and buying with your child.

In reading the book, insert your child's name in the blank space to encourage involvement in the story.

Decide Yourself



Lesley, Paul, Chris and (name of child) were friends.
They went to school together.

They played together.

Sometimes they shared things.

Sometimes they didn't share things.



But most of the time they were good friends.



One day they decided to watch television. Paul wanted to watch cartoons. Chris wanted to watch an animal show and Lesley wanted to watch a programme about astronauts.

They kept turning the channels.



"I want to watch cartoons. They're funny," giggled Paul.

"No!" said Chris turning the channel to the animal show.

"I love monkeys. Let's watch the monkeys."

"Hey, stop changing the channels," whispered Paul pointing to the T.V. "Look at those cookies."



"Cookies! Cookies!" yelled the children, and they stopped arguing.

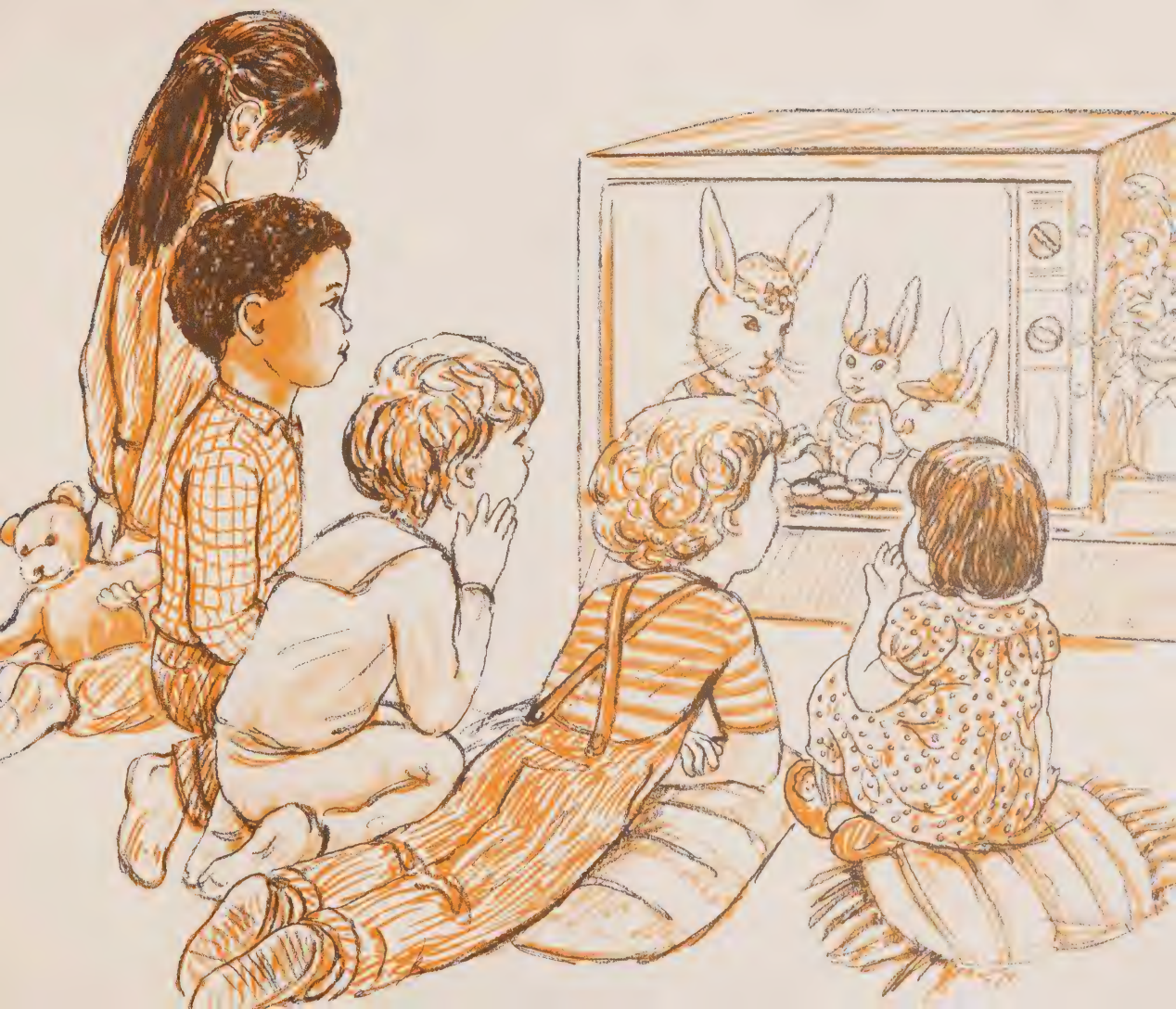
"Is that a TV show?" asked _____.

"No," said Lesley, "it's a commercial. People tell us about some things we could buy. Commercials help you to decide what to get."

"My brother goes to the bathroom when there's a commercial on," giggled Paul.

"My Mommy doesn't like commercials," said Chris.
"She thinks the commercials are too loud."

"Shhh. Let's listen to the song and watch the cookies,"
whispered _____.



This is what they heard:

“Have you ever tasted Mamma Rabbit’s Honey Cookies? They’re made with honey and other good tasting things, and they’re big and delicious. Mamma Rabbit’s Honey Cookies are in most grocery stores in a blue package with a picture of me right on the front. My family says they’re the best. Right, Baby Bunnies?”

“Right, Mamma Rabbit.”

“And they think my new oatmeal cookies are yummy, too.”



The children watched the commercial. It only lasted for as long as it takes you to count from 1 to 30. When it was over the cartoons came back, but the children didn't watch them. They were talking instead.

"Hey Mamma Rabbit," shouted Chris pointing at the TV set, "why did you say that? I think my Dad makes the best cookies."

"So does my Grandma," added Paul, "and her cookies are bigger than yours."

"Mamma Rabbit thinks honey cookies are good but I prefer raisin cookies. Besides, at home we don't eat too many things made with sugar," said _____.



All the children agreed. Then Paul asked, "Wouldn't you like to taste Mamma Rabbit's cookies?"

"We already did," said _____ standing up. "We asked Mommy if we could get some and she said 'Yes'."

"Did you like them?"

"Were they good?"

"My sister liked them. But I didn't. I liked the picture of Mamma Rabbit on the package better. Mommy said next time we may try another kind, if they don't cost too much and we have enough money."



Chris jumped up. "Once we bought Mamma Rabbit's cookies, too. They were good. But now we buy Aunt Jenny's Raisin Cookies. My Mom and Dad think they're the best."

"Are they advertised on TV?" asked Lesley. "I mean, are they in commercials?"

"I don't know. I don't think so. But they are really, really good. Some day I could get a job on TV and tell everyone to buy them," laughed Chris.



"Well, if Mamma Rabbit says her cookies are the best, and you say Aunt Jenny's cookies are the best . . . how many **bests** can there be? Which cookies should we decide to buy? Which ones would you choose?" asked the girls and boys.

"I guess we can watch all the cookie commercials we like . . . but **it's up to us to decide** which cookies we like the best."

"Or maybe," said Lesley, "we won't buy the cookies. We'll make them ourselves."

"Or maybe we'll eat some fruit instead," said one of the boys.



The children talked about some of the commercials they had seen on television. They liked some commercials and they didn't like others.

Then they decided to make their own commercial from some of the things you see on this page.



And it was just like this



Circle the things you've seen
in commercials on television.

JUICE



ICE CREAM



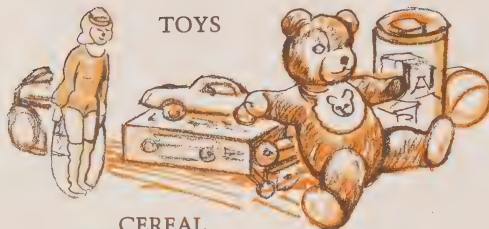
MILK



PEANUT BUTTER



TOYS



CEREAL



CANDY



CLOTHES



From Seed to Shelf



A few days later _____ and _____ went shopping at the grocery store. They had a shopping list of all the things they wanted to buy.

Sometimes _____ sat in the cart, but most of the time _____ liked to put groceries in it.



Up and down the aisles. So many things to see. Where did they all come from and how did they get on the shelves? Apples, oranges, lettuce, carrots, cans of soup, eggs and cheese. What are some of the other things you see in a grocery store?



_____ asked, "Are cookies on the shopping list?"
hoping that the answer would be 'Yes'."

_____ looked at the shopping list. "No, not today," was
the answer. "Don't we have some left in the cookie jar?"

"I think someone ate them," whispered _____.
"I think it was me. May we buy some more, please?"

"Do we really need to buy some? Maybe we could make some
instead. Or maybe we could snack on the fruit that's at home."

"Can we just go and look at them?" _____ asked
politely.

"Okay," was the answer. "We'll just have a look."



_____ and _____ looked at the cookies. There were all types: plain cookies and fancy cookies, large cookies and small cookies, round cookies and square cookies. They even saw packages of Mamma Rabbit's cookies.

"Look! Those are Mamma Rabbit's cookies," _____ said, pointing at the cookies. "I saw her in a commercial on television."

"Yes. You're right. Those are Mamma Rabbit's New Oatmeal Cookies."

"Oatmeal?" asked _____. "What's oatmeal?"

Jumbochips



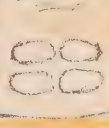
Jumbochips



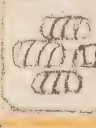
Jumbochips



Sau...



Sau...



MAMMA RABBITS (new) oatmeal cookies

MAMMA RABBITS (new) oatmeal cookies



MAMMA RABBITS

honey cookies

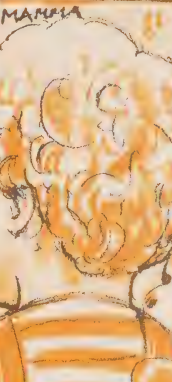
MAMMA RABBITS

honey cookies

MAMMA RABBITS (new) oatmeal cookies



MAMMA RABBITS (new) oatmeal cookies



COOKIE JAR

COOKIE JAR

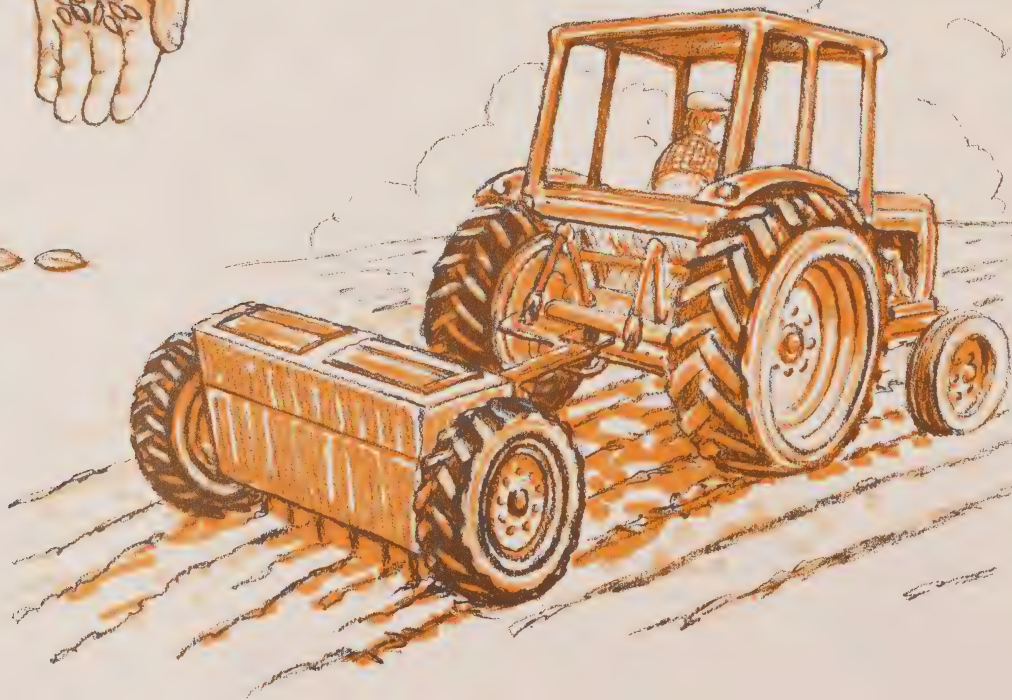
COOKIE JAR

COOKIE JAR

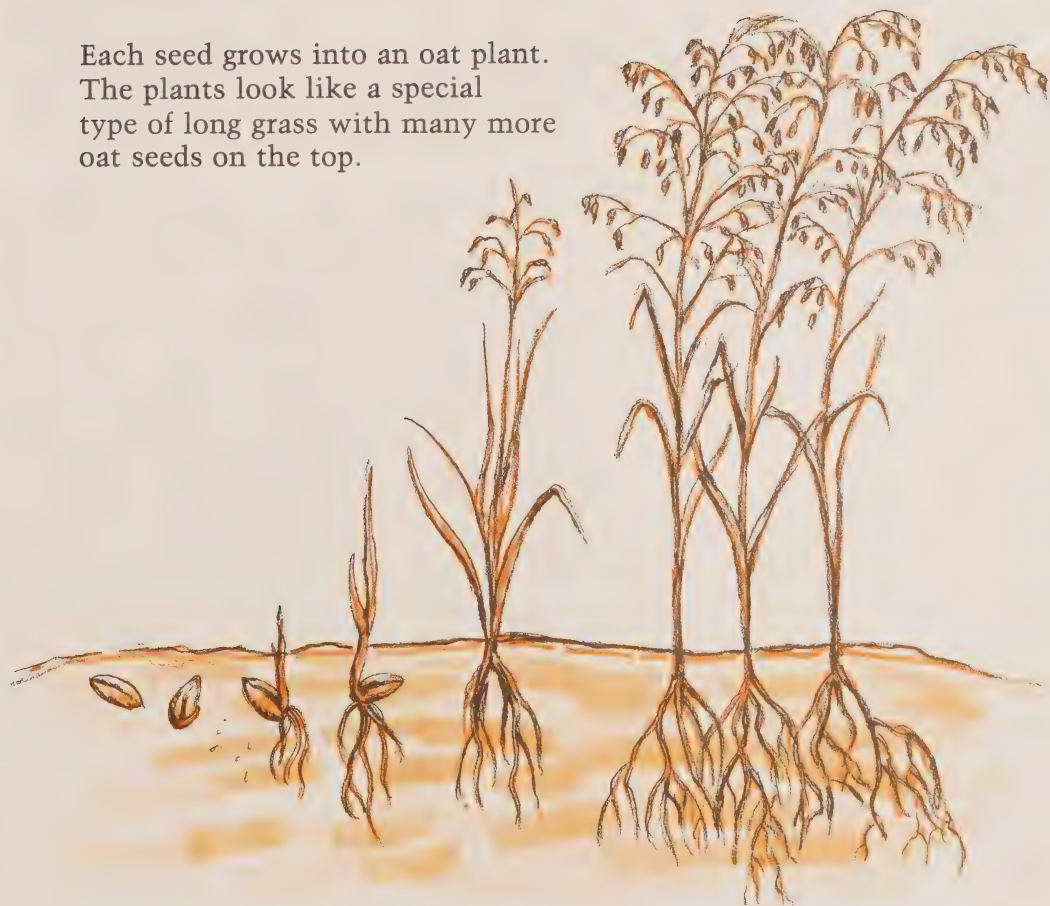




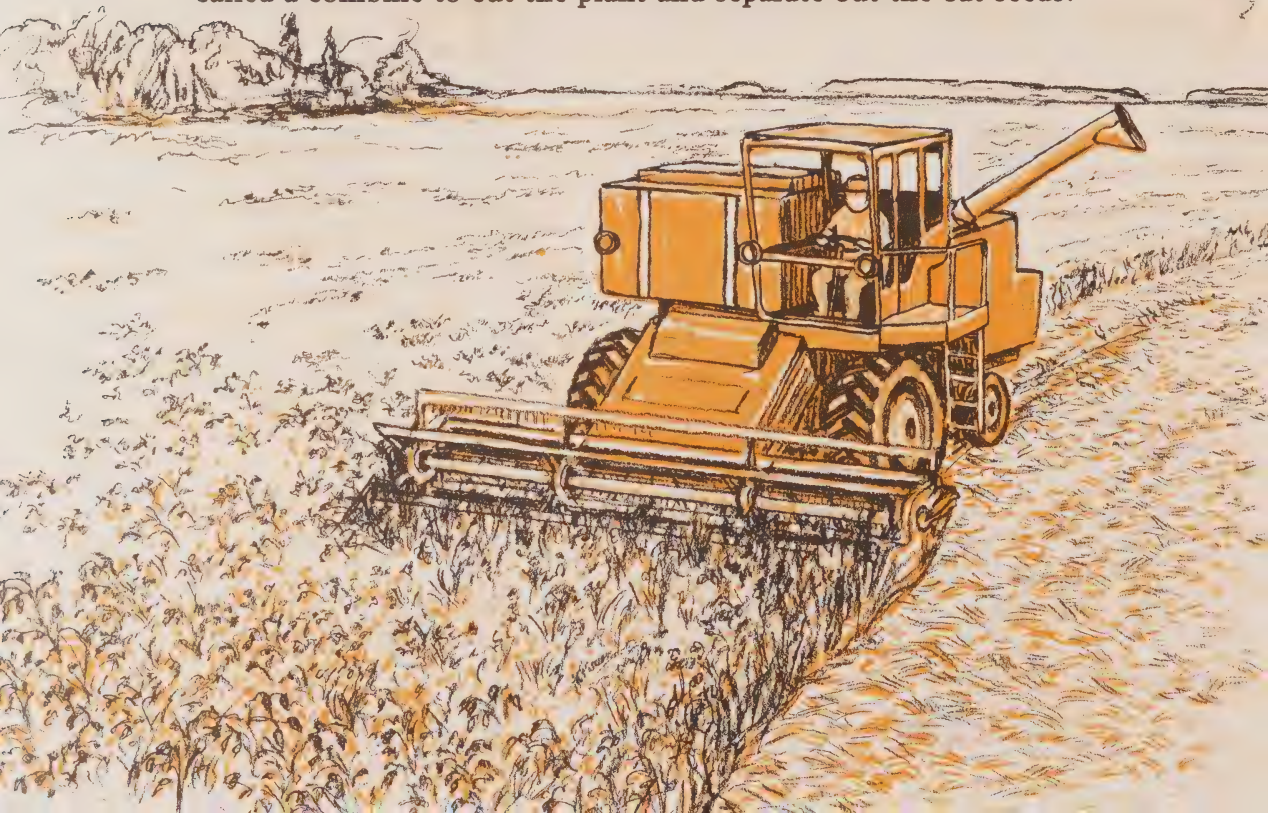
"Oatmeal is made of oats. Oats grow from tiny seeds.
The farmer plants the tiny seeds in the ground.



Each seed grows into an oat plant.
The plants look like a special
type of long grass with many more
oat seeds on the top.



When the new oat seeds are ripe, the farmer uses a machine called a combine to cut the plant and separate out the oat seeds.





The oats are then sent to the mill. At the mill the hull or outside part of the grain is removed.



Then the skin is taken off the oat.



The oats are steamed to make them soft. Then they are rolled.



Finally, they are put into packages.

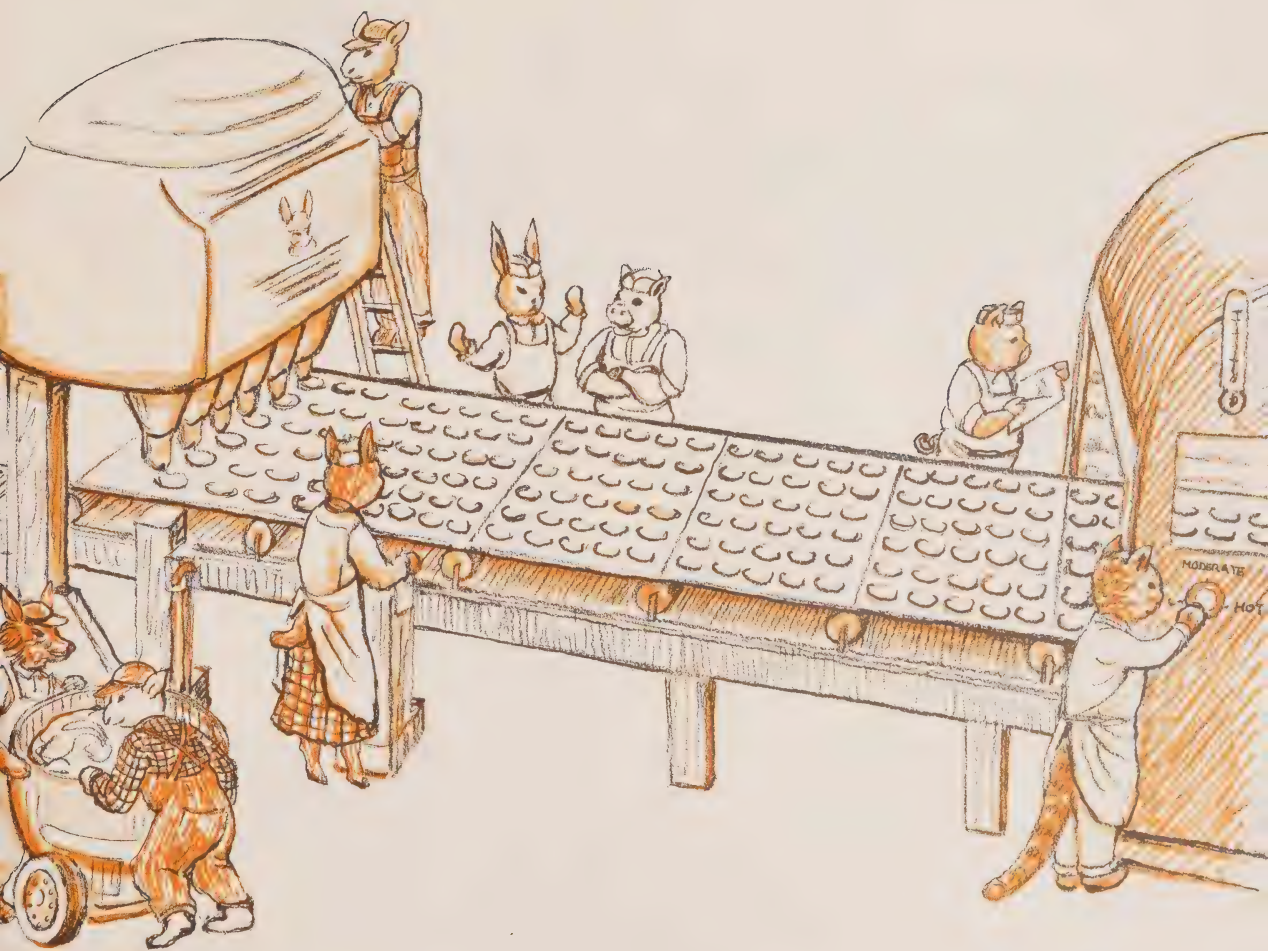
Now the rolled oats are ready to be made into cereal or bread or muffins or even Mamma Rabbit's cookies," said _____.

"The bakers in Mamma Rabbit's cookie factory put the oatmeal into a huge bowl along with the other ingredients in their recipe for oatmeal cookies. They add flour, sugar, spices, butter. What else should they put in the bowl?

They mix all the ingredients together to make a batter.



The cookie batter is poured into another machine. It squeezes out just enough batter for each cookie onto the huge cookie sheets. Hundreds of cookies are made at one time. The cookies are baked in a special oven.



When the cookies come out of the oven, they are cooled. Then they have a special ride on a moving belt to where another machine puts them into packages. The packages are put into big boxes. The boxes are loaded onto trucks.



Then the trucks bring the cookies to the stores that want to sell them to us."



"Yummy! Yummy! Let's buy some Mamma Rabbit's cookies," shouted _____ putting the bag of cookies into the cart.

"Wait! Not so fast! Just because they are on the shelf doesn't mean we have to buy them!" said _____.

"But I saw them in a commercial on TV," said _____.

"Yes, I know. But that still doesn't mean we have to buy them. Commercials are on TV to tell us about things we **could** buy. But we have to decide if we really **need** the cookies this time."

_____ interrupted. "But I **want** them."

"You may **want** them, but we don't really **need** them today. There are some other things on the shopping list that are more important to buy and I only have enough money for them."



"But I need them. I need the cookies," said _____.
loudly.

_____ looked at the shopping list. "Do you need
cookies more than we need milk?"

_____ thought about it. "Milk is very important.
Milk does help me grow and be healthy."

"Do you need cookies more than we need bread?" asked
_____.

_____ knew the answer. There are some things they
really needed to buy and some things that they didn't need to
buy today. You have to decide what is important. Cookies were
not that important so _____ took the bag of cookies out
of the cart and put them back on the shelf. Maybe another time.

"You've made a good choice," said _____. "I can see
you really do understand. Now, let's finish shopping and think of
something special we can do when we get home."



_____ and _____ looked at the shopping list and finished shopping for all the things they really needed. _____ was a good help. Then they went to the front of the store and paid the cashier for what they had chosen.

Before long they arrived home with the groceries they had bought, and do you know what they decided to do?

Oatmeal Cookie Recipe

200 ml	brown sugar	$\frac{3}{4}$ cup
375 ml	butter or margarine	1 $\frac{1}{2}$ cups
750 ml	rolled oats	3 cups
7 ml	baking soda	1 $\frac{1}{2}$ tsp
5 ml	cinnamon	1 tsp
375 ml	whole wheat flour	1 $\frac{1}{2}$ cups
125 ml	raisins or chopped nuts	$\frac{1}{2}$ cup
	(or anything else you want)	

1. Preheat oven to 180°C (350°F).
2. Mix all the ingredients together in a large bowl.
3. Knead dough well with hands.
4. Form dough into small balls and place on ungreased cookie sheets.
5. Press balls flat with fork dipped in flour or cold water.
6. Bake for 10 to 12 minutes. Yield: 6 dozen cookies.



IT'S UP TO YOU TO DECIDE

Written by D.W. Jardine
Arranged by C.M. Wilson

Brightly

1. Mam-ma Rab-bit's cookies are the best darned cookies, they're the best darned cookies in the world.
2. Aunt Jenny's cookies....
3. My Mommy's cookies....

FINIS
(3rd time.)

Slower

But you know it's up to you to de-cide. What you want and what you need to buy

You can ask your friends and your parents too. But you know it's up to you to choose.

It's im-port-ant to be care-ful when you choose.

D.C. Twice

To Teachers and Parents:

Commercials directed to children on Canadian private television and radio must be precleared before showing by the Advertising Standards Council who administer the Broadcast Code for Advertising to Children. To learn more about this code and the Council, please write to the:

Advertising Standards Council
1240 Bay Street, Suite 302
Toronto, Ontario
M5R 2A7

3 1761 11469441 7



Ontario

Ministry of
Consumer and
Commercial
Relations

REP. 05 84-10M